

Station KTNV-TV LAS VEGAS, NV

Advertiser () .OBAMA FOR AMERICA

Product BARACK OBAMA 120S

Estimate# 1881

Buyer Maura Gilroy

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1881

Flight Dates 09/28/2012 - 10/04/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 39,200
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	ACTION NWS@5AM<	:120	\$600.00	09/28-09/28	1	1	1	\$600.00	
	2	F	6A-7A	ACTION NWS@6AM<	:120	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00	
	3	F	7A-9A	GD MRN AMR-ABC<	:120	\$1,300.00	09/28-09/28	1	1	1	\$1,300.00	
	4	SA	7A-8A	GD MRN-SAT-ABC	:120	\$1,200.00	09/29-09/29	1	1	1	\$1,200.00	
	5	SU	7A-8A	GD MRN-SUN-ABC	:120	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	6	F	9A-10A	MORNING BLEND<	:120	\$700.00	09/28-09/28	1	1	1	\$700.00	
	7	F	10A-11A	VIEW-ABC	:120	\$1,600.00	09/28-09/28	1	1	1	\$1,600.00	
	8	F	11A-12P	ACTN NEWS@11AM<	:120	\$800.00	09/28-09/28	1	1	1	\$800.00	
	9	F	1P-2P	GENERAL HOSPITAL	:120	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
	10	F	3P-330P	MILLIONAIRE	:120	\$800.00	09/28-09/28	1	1	1	\$800.00	
	11	F	4P-5P	JUDGE JUDY	:120	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	

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	12	F	5P-530P	ACTION NWS@5PM<	:120	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	13	F	6P-7P	6P NEWS	:120	\$2,600.00	09/28-09/28	1	1	1	\$2,600.00	
	14	SA	430P-5P	ACTION NWS	:120	\$800.00	09/29-09/29	1	1	1	\$800.00	
	15	F	730P-8P	MILLIONAIRE<	:120	\$1,600.00	09/28-09/28	1	1	1	\$1,600.00	
	21	F	11P-1135P	NEWS	:120	\$2,600.00	09/28-09/28	1	1	1	\$2,600.00	
	22	SU	11P-1135P	ACTION NWS@11P<	:120	\$2,000.00	09/30-09/30	1	1	1	\$2,000.00	
	23	F	1135P-1205A	NIGHTLINE	:120	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	24	F,M-TH	1205A-105A	KIMMEL	:120	\$400.00	09/28-10/04	1	1	1	\$400.00	
	25	M-TH	5A-6A	ACTION NWS@5AM<	:120	\$600.00	10/01-10/04	2	1	2	\$1,200.00	
	26	M-TH	6A-7A	ACTION NWS@6AM<	:120	\$1,300.00	10/01-10/04	2	1	2	\$2,600.00	
	27	M-TH	7A-9A	GD MRN AMR-ABC<	:120	\$1,300.00	10/01-10/04	2	1	2	\$2,600.00	
	28	M-TH	9A-10A	MORNING BLEND<	:120	\$700.00	10/01-10/04	1	1	1	\$700.00	
	29	M-TH	1P-2P	GENERAL HOSPITAL	:120	\$1,200.00	10/01-10/04	1	1	1	\$1,200.00	
	30	M-TH	6P-7P	6P NEWS	:120	\$2,600.00	10/01-10/04	1	1	1	\$2,600.00	
	31	M-TH	11P-1135P	NEWS	:120	\$2,600.00	10/01-10/04	1	1	1	\$2,600.00	

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Product	BARACK OBAMA 120S		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#	1881	Agency C/P1/P2/E	95/101/1881		
Buyer	Maura Gilroy	Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

---REPORT TOTALS---

Report Totals: 29 / \$39,200.00

---SALES MONTHLY TOTALS---

Sep 12:	18 / \$25,300.00	Oct 12:	11 / \$13,900.00
Sales Totals: 29 / \$39,200.00			
Station Totals: 29 / \$39,200.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$261,333	KBLR	0%	KLAS	19%	KSNV	14%	KTNV	15%	KTUD	0%
		KVCW	3%	KVMY	8%	KVVU	41%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE